

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1 – 75. (Cancelled)

76. (Previously Presented)

A hand-held device for providing promotional opportunities, the hand-held device comprising:

a circuitry, the circuitry having nonrewritable preprogrammed data embedded thereon by a sponsor prior to providing the hand-held device to a user;

a receiver operatively associated with the circuitry, the receiver disposed on the hand-held device for receiving auxiliary data from a source; and

a central processing unit operatively associated with the circuitry and disposed on the hand-held device, the central processing unit comparing the auxiliary data against the nonrewritable embedded preprogrammed data, wherein said central processing unit triggers promotional opportunities for redemption at a point of sale based on the comparison of the auxiliary data against the nonrewritable embedded preprogrammed data.

77. (Previously Presented)

The hand-held device of claim 76, wherein the source is a display device and the receiver is a photodetector.

78. (Previously Presented)

The hand-held device of claim 76, wherein the source is a radio signal source and the receiver is a radio frequency receiver.

79. (Previously Presented)

The hand-held device of claim 76, wherein the source is a display device and a radio signal source.

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**80. (Previously Presented)**

The hand-held device of claim 76, wherein the receiver comprises both a photodetector and a radio frequency receiver.

**81. (Previously Presented)**

A hand-held device for providing promotional opportunities, the hand-held device comprising:

a receiver disposed on the hand-held device for successive reception of auxiliary data from a source at times scheduled by a sponsor during a single video program or program series;

a memory operatively associated with the receiver and disposed on the hand-held device for storing the auxiliary data and a successive reward data criteria, wherein the successive reward data criteria requires that a user of the hand-held device capture the auxiliary data at the times scheduled by the sponsor during the single video program or program series;

a central processing unit operatively associated with the memory and the receiver for determining whether the auxiliary data matches the successive reward data criteria; and

a plurality of lights in a sequenced array operatively associated with the central processing unit and disposed on the hand-held device, wherein the plurality of lights are illuminated upon each match of the successive reception of auxiliary data with the successive reward data criteria to visually indicate on the hand-held device the availability of promotional opportunities of a greater value for redemption.

**82. (Previously Presented)**

The hand-held device of claim 81, wherein the source is a display device and the receiver is a photodetector.

**83. (Previously Presented)**

The hand-held device of claim 81, wherein the source is a radio signal source and the receiver is a radio frequency receiver.

**84. (Previously Presented)**

The hand-held device of claim 81, wherein the source is either a display device or a radio signal source, and the receiver comprises a photodetector and a radio frequency receiver.

**85. (Previously Presented)**

The hand-held device of claim 81, wherein the plurality of lights are a plurality of LEDs.

**86. (Previously Presented)**

The hand-held device of claim 81, wherein the plurality of lights comprise two or more different colored lights.

**87-97. (Cancelled)****98. (Previously Presented)**

A method of interactive advertising and promotion, the method comprising:

providing a hand-held device comprising a circuitry, the circuitry having nonrewritable preprogrammed data embedded thereon by a sponsor prior to providing the hand-held device to a user; a receiver operatively associated with the circuitry, the receiver disposed on the hand-held device for receiving auxiliary data from a source; and a central processing unit operatively associated with the circuitry and disposed on the hand-held device, the central processing unit comparing the auxiliary data against the nonrewritable embedded preprogrammed data, wherein said central processing unit triggers promotional opportunities for redemption at a point of sale based on the comparison of the auxiliary data against the nonrewritable embedded preprogrammed data;

providing a display device for a viewer of an event;

transmitting auxiliary data to the hand-held device, the auxiliary data being associated with the promotional opportunities of a sponsor;

receiving the auxiliary data while viewing the display device;

comparing the auxiliary data against the nonrewritable embedded preprogrammed data; and

triggering the promotional opportunities based on a comparison of the auxiliary data against the nonrewritable embedded preprogrammed data.

**99. (Previously Presented)**

The method of claim 98 wherein the hand-held device resembles a snap-shot camera.

**100-103. (Cancelled)**

**104. (Previously Presented)**

The hand-held device of claim 76, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

**105-107. (Cancelled)**

**108. (Previously Presented)**

The hand-held device of claim 98, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

**109. (Cancelled)**

**110. (Previously Presented)**

The hand-held device of claim 76 further comprising a plurality of lights in a sequenced array operatively associated with the central processing unit and disposed on the hand-held device, the sequenced array capable of notifying the user of one or more matches of the auxiliary data against the nonrewritable embedded preprogrammed data.

111-113. (Cancelled)

114. (Previously Presented)

The hand-held device of claim 76, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

115. (Previously Presented)

The hand-held device of claim 81, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

116. (Cancelled)

117. (Cancelled)

118. (Previously Presented)

The method of claim 98, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

119-122. (Cancelled)

123. (Withdrawn)

A method of providing one or more points for an application to a user of a hand-held device, the method comprising:

modulating a video signal with auxiliary data corresponding to one or more points thereby creating a composite video signal;

optically detecting the composite video signal on a hand-held device with a photodetector;

decoding the composite video signal on the hand-held device; and

selectively reproducing the auxiliary data on the hand-held device to provide the one more or points for the application.

124. (Cancelled)

125. (Withdrawn)

The method of claim 123 wherein the auxiliary data is modulated with the video signal in a substantially invisible way.

126. (Withdrawn)

The method of claim 123 wherein the points are airline frequent flyer miles.

127. (Withdrawn)

The method of claim 123 wherein the points are redeemable for promotional opportunities.

128. (Withdrawn)

The method of claim 123 wherein the points are usable for enhanced play.

129. (Previously Presented)

The method of claim 81, wherein the plurality of lights illuminated upon each match of the successive reception of auxiliary data are successively illuminated upon each match of the successive reception of auxiliary data.

130. (Previously Presented)

The method of claim 81, wherein the plurality of lights illuminated upon each match of the successive reception of auxiliary data are sequentially illuminated upon each match of the successive reception of auxiliary data.

**131. (Previously Presented)**

A method of interactive advertising and promotion on a display device during presentation of a special program, wherein the special program is a special event or game of skill or chance, the method comprising:

transmitting auxiliary data within a video signal during transmission of the special program to the display device, wherein the auxiliary data is associated with one or more sponsors of the special program and the auxiliary data is modulated within the video signal;

receiving the auxiliary data from the display device on a hand-held device while the user of the hand-held device views the special program on the display device;

processing and storing the auxiliary data on the hand-held device to enable a user of the hand-held device to play along with the special program;

playing along with the special event at home by use of the hand-held device; and

providing one or more promotional opportunities to the user of the hand-held device based on playing along with the special event at home by use of the hand-held device, the promotional opportunity redeemable by use of the hand-held device at a point of sale.

**132. (Previously Presented)**

The method of claim 131, wherein the auxiliary data is subliminally modulated within an active portion of the video signal.

**133. (Previously Presented)**

A method of advertising during game play by a participant interacting with a television program by use of a hand-held device, the television program presented on a display device to the user, the method comprising:

capturing auxiliary data from the display device on a hand-held device, wherein the auxiliary data relates to the game play;

participating in real-time along with the television program by use of the hand-held device in the game play; and

providing the participant with one or more promotional opportunities on the hand-held device from one or more sponsors of the television program, the one or more promotional opportunities being either triggered or directly received by the receipt of the auxiliary data on the hand-held device.

**134. (Previously Presented)**

The method of claim 133, wherein the promotional opportunities are advertising one or more products and/or services of one or more sponsors.

**135. (Previously Presented)**

The method of claim 133 wherein the promotional opportunities are electronic coupons from one or more sponsors.

**136. (Previously Presented)**

The method of claim 135, further comprising redeeming the promotional opportunities through a web site over the Internet by use of a computer interface on the hand-held device.

**137. (Previously Presented)**

The method of claim 135, further comprising redeeming the promotional opportunities instore.



### 138. (Previously Presented)

A hand-held device for receiving auxiliary data relating to one or more promotional opportunities from a display device and a radio signal source in response to a video signal containing auxiliary data presented on the display device, the hand-held device comprising:

a photodetector disposed on the hand-held device for receiving the one or more promotional opportunities transmitted as auxiliary data directly from the display device;

a radio frequency (RF) receiver disposed on the hand-held device for receiving the one or more promotional opportunities transmitted as auxiliary data from the radio signal source in response to video signals containing auxiliary data which are presented on the display device;

a central processing unit (CPU) and circuitry disposed on the hand-held device for processing the auxiliary data received by the hand-held device;

decoding means on the hand-held device for decoding the one or more promotional opportunities resulting from receiving and processing the auxiliary data on the hand-held device from either the display device, the radio signal source, or both the display device and the radio signal source; and

a memory disposed on the hand-held device and coupled to the CPU for storing the one or more promotional opportunities.

### 139. (Previously Presented)

The hand-held device of claim 138, wherein the radio signal source is a decoder device for demodulating the one or more promotional opportunities received from a source of the video signals.

### 140. (Previously Presented)

The hand-held device of claim 138, wherein a device display is disposed on the hand-held device to present the one or more promotional opportunities received.

**141. (Previously Presented)**

The hand-held device of claim 138, wherein the device display is a liquid crystal display (LCD) screen, a touch screen, or one or more light emitting diodes (LEDs).

**142. (Previously Presented)**

A hand-held device for receiving data containing one or more promotional opportunities from a radio signal source, the hand-held device comprising:

a radio frequency (RF) receiving receiver disposed on the hand-held device for receiving the data transmitted from the radio signal source;

a radio receiver on the hand-held device for demodulating the data received from the radio signal source to obtain the promotional opportunities;

a central processing unit (CPU) disposed on the hand-held device for processing the one or more promotional opportunities received from demodulation of the data by the hand-held device; and

a memory disposed on the hand-held device and coupled to the CPU for storing the one or more promotional opportunities.

**143. (Previously Presented)**

A hand-held device for receiving auxiliary data relating to promotional opportunities from a source of auxiliary data, the hand-held device comprising:

a receiver disposed on said hand-held device for receiving a signal with auxiliary data from the source;

a central processing unit (CPU) and other circuitry disposed on the hand-held device for processing the signal and reproducing the auxiliary data received by the hand-held device;

a memory disposed on the hand-held device and coupled to the CPU for storing the auxiliary data; and

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a computer interface means on the hand-held device for communicating with a computer for remote processing of the auxiliary data on the computer to provide the user with promotional opportunities from receiving and processing of the auxiliary data.

**144. (Previously Presented)**

The hand-held device of claim 143, wherein a decoder is disposed on the hand-held device for decoding the signal received from the source.

**145. (Previously Presented)**

The hand-held device of claim 143, wherein the source is a display device and the receiver is a photodetector.

**146. (Previously Presented)**

The hand-held device of claim 143, wherein the source is a radio signal source and the receiver is a radio frequency (RF) receiver.

**147. (Previously Presented)**

The hand-held device of claim 143, wherein the receiver comprises a photodetector and a radio frequency (RF) receiver.

**148. (Previously Presented)**

The hand-held device of claim 143, wherein the computer interface is a portable data storage for transferring the promotional opportunities to the computer.

**149. (Previously Presented)**

A method of interactive advertising and promotion in connection with a user's observance of sporting, racing or other special events comprising:

transmitting auxiliary data related to such events, wherein the auxiliary data is associated with sponsors and carries promotional opportunities of special significance relative to the event, the sponsor and the promotional opportunities are of special value to the user;

providing means for receiving the auxiliary data for the user of a hand-held device while it views the events on a display device, the hand-held device being capable of selectively receiving the auxiliary data from a display device and a radio signal source;

providing means on the hand-held device for receiving the auxiliary data for the user of the hand-held device while the user attends the events, the hand-held device being capable of selectively receiving the auxiliary data; and

providing a benefit to the user of the hand-held device for selectively receiving the promotional opportunities, the hand-held device being capable of retaining indication of having received the promotional opportunities.

150. (Previously Presented)

A method of purchasing a desired product through interactive advertising from a source, the method comprising:

supplying a user with a hand-held device capable of capturing a promotional opportunity relative to a desired product from the source;

capturing the promotional opportunity relative to the desired product on the hand-held device by the user; and

utilizing a hand-held device with a computer interface capable of connection to a computer with Internet access to purchase the desired product for the user.

**151. (New)**

A computer interface card for receiving promotional opportunities via a computer in response to viewing a composite video signal on a display device, the composite video signal consisting of a video signal and an auxiliary signal, the computer interface card comprising:

a receiver for receiving the composite video signal from the display device;

a central processing unit operatively associated with the receiver for demodulating the composite video signal to obtain the auxiliary signal; and

an input-output means operatively associated with the central processing unit for transferring the received auxiliary data to the computer, wherein the computer uploads the auxiliary data to a website for providing promotional opportunities to a user of the computer interface card.

**152. (New)**

The computer interface card of claim 151, wherein the input-output means is a USB port.

**153. (New)**

The computer interface card of claim 151, wherein the input-output means is a serial port.

**154. (New)**

The computer interface card of claim 151, wherein the input-output means is a Firewire port.

**155. (New)**

The computer interface card of claim 151 further comprising a portable data storage operatively associated with the central processing unit for storing the auxiliary data.

**156. (New)**

The computer interface card of claim 155, wherein the portable data storage is a flash memory.

**157. (New)**

The computer interface card of claim 151, wherein the receiver is a photodetector.

158. (New)

The computer interface card of claim 151, wherein the auxiliary data is a code.

159. (New)

The computer interface card of claim 151, wherein the auxiliary data is a website address.

160. (New)

The computer interface card of claim 151, wherein the auxiliary data is a code and a website address.

161. (New)

The computer interface card of claim 151, wherein the auxiliary data is modulated within the video signal in a substantially invisible way.

162. (New)

The computer interface card of claim 151, wherein the auxiliary data is subliminally modulated within an active portion the video signal.

163. (New)

A method of interactive advertising and promotion, the method comprising:  
providing a computer interface card comprising a receiver for receiving a composite video signal from a display device, a central processing unit operatively associated with the receiver for demodulating the composite video signal to obtain an auxiliary signal; a portable data storage operatively associated with the central processing unit for storing the auxiliary data; and an input-output means operatively associated with the central processing unit for transferring the received auxiliary data to the computer;

transmitting the composite video signal from the display device to a viewer during an event;

receiving the composite video signal on the computer interface card while viewing the display device;

d) demodulating the composite video signal to obtain the auxiliary data;

providing the auxiliary data to a computer via an input-output means; and  
enabling promotional opportunities on a website on the computer by the receipt of the  
auxiliary data by the computer.

164. (New)

The method of claim 163, wherein the computer interface card further comprises a  
portable data storage operatively associated with the central processing unit for storing the  
auxiliary data.

165. (New)

The method of claim 164 further comprising storing the auxiliary data on the portable  
data storage.